



# CITY OF LOCUST GROVE REQUEST FOR PROPOSAL (RFP)

## RFP COVER SHEET (MANDATORY)

Issue Date: <b>5/13/15</b>	RFP Number: <b>COLG15-RFP-01</b>	RFP Title: <b>Locust Grove Town Center LCI</b>
Response Due Date and Time: <b>Monday, 06/15/15</b> <b>11 AM, Local Time</b>		City Contact: Bert Foster, AICP <b>bfooster@locustgrove-ga.gov</b>

## INSTRUCTIONS TO RESPONDENTS

Return Proposal to:  <b>City of Locust Grove City Hall 3644 Highway 42 Locust Grove, GA 30248</b>	Mark Face of Envelope/Package:  <b>Respondent's Name and Address COLG15-RFP-01 Response Due Date &amp; Time: 06/15/15 at 11 AM</b>
	Special Instructions: <b>Submit eight (8) copies of all documents</b>

## RESPONDENTS MUST COMPLETE THE FOLLOWING

Respondent Name/Address:	Authorized Respondent Signatory: (Please print name and sign in blue ink)
Respondent Phone Number(s):	Respondent FAX Number:
Respondent Federal I.D. Number:	Respondent E-mail Address and website address (if available):
Primary Contact Person Name:	Primary Contact Person E-mail Address:

**RESPONDENTS MUST RETURN THIS MANDATORY COVER SHEET WITH RFP RESPONSE**

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## 1. SCHEDULE OF EVENTS

<b><u>EVENT</u></b>	<b><u>DATE</u></b>
RFP Issue Date.....	05/13/15
Deadline for Receipt of E-Mailed Questions from Respondents .....	06/01/15
Deadline for Posting of Written Answers to City Website .....	06/04/15
RFP Response Due Time/Date.....	11AM EDST; 06/15/15
Completion of Response Review.....	06/22/15
Interviews (if required).....	06/26/15
Anticipated Award Date.....	07/20/15
Anticipated Start Date.....	08/03/15
Anticipated Completion Date.....	07/31/16

## 2. PURPOSE OF RFP

The Atlanta Regional Commission (ARC) has awarded the City of Locust Grove a Livable Centers Initiative (LCI) Study Grant (1) to determine efficient ways to connect a regional retail attractor located at the I-75 interchange to the Historic Downtown business district with a variety of accessibility options, (2) to identify opportunities for constructing infill residential and commercial development to foster build out of a vibrant, mixed use downtown; and (3) to ensure connectivity between new land uses and existing and proposed civic improvements.

The City is seeking proposals from professional consulting firms experienced in city planning to assist with this LCI study. Responding firms should have experience in all areas of expertise required by the scope of services including but not limited to transportation planning/design, land use analysis, economic development, marketing, retail analysis, and project costing/prioritization. Qualified firms should also have expertise in facilitating public meetings and building consensus from multiple public and private interests related to the project.

## 3. SCOPE OF PROJECT / SPECIFIC TASKS

The work to be accomplished is divided into seven major tasks:

### **Task 1: Project Management** – The Consultant will

- provide its project manager as its representative on the project management team, comprised of representatives from the City of Locust Grove (the City), the Locust Grove Downtown Development Authority (DDA), and the Atlanta Regional Commission (ARC)
- participate in monthly teleconference meetings of the management team
- submit monthly written progress reports in conjunction with its monthly requests for progress payments
- prepare a detailed project schedule that depicts the sequencing and interrelationship of the following project tasks and the individual sub-tasks thereof
- provide schedule updates as part of its monthly progress reports
- provide overall project management and coordination services during the duration of the project
- provide the following deliverables at project completion:
  - Five (5) printed copies of the final report (see Task 6)
  - A .pdf file of the final report and all appendices
  - The 5-Year Implementation Plan in Excel using the ARC template (see Task 7)
  - All electronic files in their original formats with supporting graphics and any GIS shape files

### **Task 2: Community Involvement** – The Consultant will

- develop a local planning outreach program promoting involvement of all stakeholders in the project area
- assist the City identifying all stakeholders and property owners in the study area
- plan, schedule, and conduct a minimum of four (4) public meetings, including
  - recommending the timing of public meetings during the overall project process to maximize their effectiveness
  - meeting with a core team of stakeholders prior to each meeting to review progress and establish public meeting goals
  - incorporating the following in one or more of the public meetings, as appropriate
    - overview of study process
    - project goals
    - key dates

- opportunities for public involvement
- solicitation of needs, strengths, weaknesses and opportunities in the study area
- intermediate finding, plans, and recommendations
- concept plan and final plan approvals
- publishing meeting notices
- employing a variety of methods, times, locations, and techniques that maximizes the participation and effectiveness of public meetings
- recording and publishing public comments received during the public meetings
- participate in a Final Plan and Transportation Coordination Meeting with the ARC, the City and other organizations with transportation responsibilities and oversight

**Task 3: Initial Assessment** - The Consultant will

- prepare an initial assessment with the goal of assessing the subject acre's current land use patterns, transportation patterns and urban design elements, including pedestrian, bicycle and transit access; access to jobs, retail and neighborhood services; diversity of dwelling types; and design for healthy living and social interaction.
- coordinate this assessment with other completed studies, programs, and developments in or adjacent to the study area

**Task 4: Market Analysis and Feasibility Study** - The Consultant will

- prepare a market analysis and feasibility analysis that supports plan recommendations and ensures that the proposed plan is realistic
- include in this analysis, at a minimum
  - an inventory of current uses, vacant spaces, and existing spaces by use type and square footage
  - an assessment of market opportunities by land use and product type
  - an evaluation of how much and of what type of retail or other commercial space(s) is available, needed and/or overbuilt
  - a determination of an appropriate recommended mix of commercial, residential, and mixed-use development

**Task 5: Development of Scenario(s)** - The Consultant will

- develop a minimum of three (3) scenarios showing land use and transportation recommendations during the course of the project, considering
  - efficiency/feasibility of land uses
  - a mix of uses appropriate for future growth and development
  - a range of housing alternatives
  - commercial and retail alternatives
  - job and housing matches
  - transportation demand
  - route feasibility
  - internal mobility improvements
  - incorporation of alternative transportation modes
  - local street continuity
  - connectivity to existing transportation systems
- incorporate the development and presentation of each scenario at appropriate points in the public meeting and overall project processes
- develop a proposed implementation strategy for each scenario that considers
  - community input and support
  - public and private stakeholder concerns
  - economic restructuring issues

- land planning and zoning considerations

**Task 6: Concept Plan Development** - The Consultant will

- prepare and present a final plan/report, based on the findings, results, and recommendations of the previous tasks
- incorporate into this final plan/report the following
  - a summary of the study process and methodology, including
    - a description of data gathering techniques and findings
    - a synopsis of the scenario-development process and findings
    - a description of the public involvement process and the results and findings thereof
  - a summary of existing conditions, including
    - maps and other graphical representations of the study area
    - current and projected population and employment data
    - current and anticipated housing units and distribution
    - a description of non-residential development, by square footage
  - a summary of the market analysis and feasibility study (with the complete study provided as an appendix)
    - the final recommended concept plan, resulting from the scenario development process of Task 5
    - recommended implementation and scheduling plan(s), per Task 7

**Task 7: Implementation and Scheduling** - The Consultant will

- develop an implementation plan that describes
  - organizational and process actions necessary to implement the recommended concept plan, including, but not limited to CIDs, public-private or other partnerships, TADs, and/or other innovative collaboration opportunities
  - a 100-day action plan of no- or low-cost steps that can be implemented immediately so as to maintain momentum
- develop a five-year Schedule of Actions, using the “5-Year Implementation Plan” template provided by the ARC, which catalogs
  - a list of all required actions
  - projects planned in the study area
  - estimated start and completion dates for actions and projects
  - cost estimates
  - designation of responsible parties
  - a prioritized list of transportation projects
  - housing strategies
  - commercial and retail strategies
  - necessary changes to the comprehensive plan and zoning ordinance

## 4. QUALIFICATIONS AND EVALUATION FACTORS

The successful consultant should have proven city planning experience and a record of excellence. The consultant should provide the following:

- (1) History of the firm and current resources
- (2) Key personnel and their qualifications
- (3) Proposed subconsultants and their qualifications

(4) Organizational chart

(5) Small and Minority Business Enterprise: It is the policy of the City of Locust Grove that small businesses, female-owned businesses and minority businesses have a fair and equal opportunity to participate in the purchasing process. Therefore, the Owner encourages all small businesses, female-owned businesses and minority-owned businesses to compete for contracts to provide goods, services, and construction, and encourages contractors to solicit female-owned businesses and minority-owned businesses in procuring subcontractors and suppliers. This desire on the part of the Owner is not intended to restrict or limit competitive bidding or to increase the cost of the work. The Owner supports a healthy free market system that seeks to include responsible businesses and provides ample opportunity for business growth and development.

(6) Project Approach (Note: The consultant should expect that this section will form the basis of the Scope of Work description in the successful consultant's contract)

(7) City planning experience, including examples of specific comparable projects completed by the firm

(8) Names, telephone numbers, and email addresses of client contacts for similar projects completed within the last five (5) years

(9) Fee proposal

The City will evaluate proposals based on the qualifications and capability of the consultant firm, as follows:

Team Qualifications and Organization	25%
Project Approach/Schedule	45%
Previous Comparable Experience	25%
<u>Project Fee</u>	<u>5%</u>
Total	100%

## 5. KEY REQUIREMENTS

### A. Notification of Interest.

Prospective respondents must provide their point of contact's name, email address and telephone number to Bert Foster ([bfoster@locustgrove-ga.gov](mailto:bfoster@locustgrove-ga.gov)) immediately upon receipt of this RFP, whether by downloading from the City's website or in hard copy.

### B. Proposal Deadline.

**All proposals must be received by 11:00AM Monday, June 15, 2015 to be considered.** There will be no exceptions made. Eight (8) identical hard copies must be submitted to the City of Locust Grove. The mailing address is City of Locust Grove, PO Box 900, Locust Grove, Georgia 30248 and the physical address for courier/hand deliveries is City of Locust Grove, City Hall, 3644 Highway 42, Locust Grove, Georgia, 30248. **Please call 770-692-2322 if you wish to submit your proposal in advance of Monday, June 15, 2015 in order to make arrangements to have someone available to receive your proposal.**

### C. Public Information Notification.

The City considers all materials, information, communications and correspondence in any form from the respondents to this RFP to be non-proprietary and non-confidential and, therefore, subject to public disclosure under Georgia Law once the contract is awarded.

D. Responses will be limited to forty (40) pages, or twenty (20) pages front and back. The cover sheet, exhibits and attachments will not be counted toward the forty (40) page limit.

E. Format of Proposal should be organized in the manner stipulated below:

- 1) Report Cover (optional)
- 2) Mandatory RFP Cover Sheet (completed)
- 3) Cover Letter
- 4) Table of Contents
- 5) Tabbed Dividers -Each proposal should have tabbed dividers separating each of the following five sections and matching the following headings:

Section #1: *Team Information*. Provide firm name, address, telephone number, e-mail addresses, and firm web addresses. Include this information for any subconsultant, as well. Include project organizational chart and resumes of key personnel.

Section #2: *Proposed Approach* – Describe the objectives of the project and how they will be achieved by the consultant including descriptions that detail the specific tasks that the consultant will accomplish to achieve the goals of the LCI study.

Section #3: *Proposed Project Schedule*- Include a schedule from anticipated start date of August 3, 2015 to project completion. Schedule must be in sufficient detail so as to demonstrate the respondent's recommended coordination of Tasks 1 through 7 with particular attention to the timing and the most-effective integration of public meetings.

Section #4: *Comparable Experience* – Include documents showing previous comparable projects and note team members' participation in each project. Identify those that were ARC LCI projects. Provide names, phone numbers and email addresses of client contacts for similar projects completed within the last five (5) years.

Section #5: *Fee Proposal* – Identify fees associated with each of the major project tasks as defined in Section #3 above.

## 6. QUESTIONS AND RESPONSES

- Questions and/or requests for clarification or interpretation of any section within this RFP must be addressed by e-mail to Bert Foster at [bfoster@locustgrove-ga.gov](mailto:bfoster@locustgrove-ga.gov) on or before **06/01/15**. Each inquiry must provide clear reference to the section, page, and item in question. Questions received after the deadline may not be considered.

The City will provide by **06/04/15**, responses to all questions received by the above noted deadline. The City's responses will be posted on the City's website (<http://www.locustgrove-ga.gov>). Responses may be made by addenda which will also be posted on the City's website.

- Although there are no pre-proposal meetings scheduled, the City reserves the right to call a pre-proposal meeting if deemed necessary.
- Respondents may *not* contact City officials concerning any aspect of this RFP.

## **7. SELECTION PROCESS**

- A review board comprised of City and DDA representatives will evaluate the proposals received. The review board expects to shortlist firms that demonstrate their capability and experience to undertake and complete the project. The review board may arrange to interview firms before making a final recommendation. The review board may require additional information after review of the initial information received.
- Following its evaluation, the review board will make its recommendation of the first- and second-ranked firms to the City Council.
- The City Council is expected to award the contract at its regular meeting on 07/20/15 (pursuant to ARC approval and release of funds).

## **8. ADDITIONAL INFORMATION / SUPPLEMENTARY PROVISIONS**

- A. Responding to this RFP constitutes understanding and agreement to methods of evaluation and selection.
- B. The City reserves the right to waive non-compliance with any requirements of this RFP and to reject any or all proposals submitted in response.
- C. The City reserves the right to reject any and all proposals or to contract with the respondent it deems would be best able to satisfy the requirements and qualifications set forth previously. The criteria used in the selection process will be at the sole discretion of the City.
- D. This Project will be coordinated through the Locust Grove Community Development Department.
- E. The information contained in the successful respondent's written proposal will be incorporated into the final contract.
- F. Contract is subject to review and approval by the Atlanta Regional Commission.
- G. Study Area Map – attached



## STUDY AREA



***Locust Grove Town Center LCI***